



**Governor's STEM Advisory Council
Executive Committee Meeting #11
Monday, October 15, 2012
11:30 am – 1:30 pm**

PRESENT:

Executive Committee Member Present on Site —

Lt. Governor Kim Reynolds, Co-Chair
UNI President Benjamin Allen, Co-Chair
John Carver
Rob Denson
Jason Glass
Theresa Wahlert
Brad Woody
Barry Butler (*proxy for Sally Mason*)
Gail Kotval (*proxy for Debi Durham*)
Pamela White (*proxy for Steven Leath*)
Jeff Weld, *ex officio*

Staff and Guests on site and remote(r) —

Jeneane Beck
Carmine Boal
Jane Bradley
Brenda Buzynski
Lynne Campbell
David Drake (r)
Linda Fandel
Vaughn Halyard
James Hoelscher (r)
Kari Jastorff (r)
Yoshisuke Kumano
Beth Kulow
Rick Seeley (r)
Elliott Smith
Kari Webb
Rebecca Whitaker
Rebecca Wilhovsky (r)

AGENDA:

Opening Remarks and Welcome – Co-Chairs

Lt. Governor Reynolds opened the meeting reflecting on 14 community STEM conversations held across Iowa the last couple of months and how enthusiastic the receptions have been. Editorial boards at a number of city newspapers have embraced the STEM cause too, attributable to the pace and momentum of this vital initiative for Iowa. President Allen welcomed members and guests, acknowledging the productivity of the group and anticipating reports of progress today.

Item 1: Budget for FY2014 – Second Pass

Input from the August 14 Advisory Council meeting shaped the first draft of the FY2014 budget. The Executive Committee's input on September 19 further evolved the draft. Today's walk-through clarified proposed expenditures, linking where relevant to the Executive Order of the Council. Executive Committee members offered significant guidance on a number of budget items:

- Category 1.c. will need to have clear parameters/guidelines established by the Council, including evidence of effectiveness and potential for positive impact and validation so the funds are not squandered on groundless hunch or whim.
- Category 2.c. nontraditional or alternate pathways to the classroom need to have backstory provided: what is the issue and how is this a solution? Consideration needs to be devoted to identifying essential skill sets of any atypical preparatory program.
- More information is needed regarding PLTW pre-service model at UNI before any decisions can be made.
- REL Midwest provides free statewide educational evaluation materials on request. Weld will be checking with the evaluation consortium on needs.
- The question of the "appetite of the legislature" this coming session for supporting STEM was addressed by the Lt. Governor, characterized as hopefully strong, bipartisan support.

The budget will undergo further refinement based on today's input, for revisitation in November.

Item 2: Regional STEM Network Update – Managers

Weld prefaced the remarks of regional managers by clarifying that numbers are not yet verified but only crude estimates of participation in Scale-Up based on preliminary rosters of LEAs and logic-based conjecture as to numbers of youth to participate. In that light, managers collectively estimate 803 LEAs and 37,953 learners are to benefit from this scale-up implementation. More reliable figures will be known in six weeks.

SW Regional Manager Beth Kulow provided an overview of Scale-Up roll out, including the process behind selection and nonselection of applicants, their notifications, the legal documents necessary (subcontracts between managers' institutions and service providers' institutions and three-way Memoranda of Agreement between LEAs, providers and managers). Rapid roll out of FIRST Lego League and FIRST Tech Challenge has been necessary due to their early start dates. Professional development which accompanies many of the programs is also being scheduled at this time.

Four other regional managers in attendance were asked to comment on horizons and next steps. Northwest's Kari Webb discussed her active advisory board and intentions to reach out to non-applicants (where need is great) with facilitation of various STEM opportunities including STEM festivals. Her selection panel is able to meet the needs of all applicants by recycling materials and other creative strategies. North Central's Lynne Campbell is working with her advisory board on mission and engagement, likely interest among many to serve on Council committees to come. Part of the mission at the ISU hub is to purposely partner with community colleges in the region on professional development. Southeast's Rebecca Whitaker reinforced the desire of regional board members to be involved at the level of statewide initiatives. She is conducting visits with LEAs, private sector partners and media. All Scale-Up applicants of the SE were granted programming though multiple applicants were limited to one. Northeast's James Hoelscher has taken an economic development thrust out of the gates. PDI, offered an executive committee member, would be a key group with whom to affiliate. James is checking into it on behalf of regional managers.

The question was asked of managers: are we documenting what works and what does not as we move forward so that we might provide guidance to those who follow, including perhaps Dr. Kumano in Japan or leaders in other states. Weld acknowledged that we can, should and will do a better job of documenting this trailblazing journey.

Item 3: Updates on Progress

- **Business incentives for STEM** was tabled due to an emergency schedule conflict for Director Durham.
- **K-12 Broadband Assessment – At the September 19 Executive Committee meeting** the web-needs of districts were observed to be murky. Mr. John Carver agreed to investigate a standard for schools, informed by the virtual technology assets pioneered in schools and colleges throughout Iowa by Iowa Workforce Development. Over the last 30 days he came to determine through study that districts of multiple campuses are at a disadvantage, as are small rural districts, due in part to the expense of installation compounded by cable use fees. The result is the familiar silo learning experience until full digital connectivity is realized. It appears that the telecoms and ICN are not working well.

A solution was floated that telecoms will build where there is market.

- (1) Perhaps, in working with the Iowa Utilities Board, Iowa Workforce Development (Director Wahlert) and Iowa Economic Development Authority (Director Durham) could craft incentives for communications companies to grow broadband infrastructure to rural areas of need.
 - (2) Communications network professionals need to be brought into the conversation – names are forthcoming through Director Wahlert; and
 - (3) Mr. Carver has been invited to chair the committee – a combination of communications experts and STEM Council representatives of interest in this realm, including volunteer Vaughn Halyard. Statewide Broadband is a 14th implementation team for November 13 Advisory Council.
- **STEM Certification** – President Denson briefed the Executive Committee on a novel value-added component of the elementary teacher preparatory program at DMACC in partnership with Drake University. A total of ten (10) additional credits beyond the required seven (7) will be made available to elementary teaching majors who opt to pursue the certificate through the course of study at DMACC with completion at Drake. Accompanying the additional coursework are seminars

and a portfolio. This model responds to one of the six priority recommendations to spring from working groups of the Council – STEM specialist endorsement/license. The question of Board of Educational Examiners recognition of a STEM certificate or endorsement at the elementary level came up. That is a horizon objective for developers of the certificate according to President Denson. It is also an emerging committee of the Council to be hatched on November 13 in cooperation with the BOEE.

- STEM Film Festival – Vaughn Halyard, working group member on the public awareness plan and proprietor of StoryLounge Media, debuted a public service announcement that will launch an FY2013 STEM awareness campaign centered on a Film Festival for youth. The message is driven by youth for youth to consider the wonders of STEM. Two to three more PSAs by the new year will be widely disseminated along with an invitation for students and student teams across Iowa to produce their own student-voiced wonders-of-STEM vignette. More PSAs coming on November 13. Film Festival to be planned for last spring.

Item 4: Form Year 2 Implementation Teams

Weld proposed that November 13, 2012, look a lot like October 31, 2011, in that Council members will be asked to sign on to help advance our 2nd year ambitions by contributing to implementation plans, building off of recommendations of working groups. Executive Committee members and Advisory Council members are invited to add to or edit this list of teams. The 14th team was added as a result of today's meeting.

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| 1. Scale-up provider application revision | 8. STEM PD Scale-Up model |
| 2. Inter-state STEM observation | 9. Public awareness campaign firm bid and selection |
| 3. Business engagement/development | 10. IDEAS execution |
| 4. STEM school development | 11. Informal network connection |
| 5. Youth voice | 12. Web portal design |
| 6. STEM license/endorsement How-To (w/BOEE) | 13. STEM grants watchdog team (work with grant coordinator) |
| 7. STEM nontraditional path implementation (w/BOEE) | 14. Statewide Broadband |

Closing Comments. Lt. Governor Reynolds expressed thanks to the Executive Committee for their continued support, vision and guidance. President Allen considered this meeting a continuation of increasing significance of conversation around STEM as the work of the Executive Committee advances.

Adjournment. 1:35PM

Next meeting. Full Advisory Council, November 13, 2012, 9:30AM-3:00PM, Drake University

Compiled by Jeff Weld